DOCUMENT RESUME

ED 394 058 CE 071 444

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TITLE	Job Shock: Four New Principles Transforming Our Work and Business.
REPORT NO	ISBN-0-312-11835-X
PUB DATE	95
NOTE	295p.
AVAILABLE FROM	St. Martin's Press, 175 Fifth Avenue, New York, NY 10010.
PUB TYPE	Books (010)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Adults; Career Change; *Career Development; Career Planning; Careers; Change Strategies; Dislocated Workers; Education Work Relationship; Emerging Occupations; *Employment Patterns; Entrepreneurship; *Futures (of Society); *Job Satisfaction; *Occupational Mobility; Professional Development; *Quality of Working Life

ABSTRACT

This book focuses on the ongoing revolution in work. Downsizing, entrepreneurship, businesses within businesses, and the quality of work life are discussed, with emphasis on how one can survive and prosper in this environment. The 17 chapters of the book are organized in five parts. In Part 1, "New Work for A New Era of Prosperity," the chapters cover two topics: (1) why more and more people are feeling job shock and the insights necessary for interpreting and capitalizing on the revolutionary forces behind a changing work place; and (2) the tools for understanding the forces driving the economy and the great work revolution ahead. The three chapters of Part 2, "The Corporation of the Future Today!," addresses these topics: what one will find in sales and the front lines of a corporation of the future; the new issues in organizing the office and back-line support functions; and how the manufacturing and production functions will align with the front-line needs. Part 3, "Four Principles Driving the Work Revolution," contains four chapters that posit these principles: maintain your strategic focus--do only what you do best; organize around your customers and your front lines; establish every individual, team, and unit as a business; and link everybody in real-time information systems. The three chapters in Part 4, "New Skills and Career Paths: How You Fit In," are as follows: the nine new skills essential to success in the new economy; career path one--becoming a "specialized generalist" or front-line information user; and career path two--becoming a "generalized specialist" or back-line information provider. The five chapters in Part 5, "Leveraging the New Entrepreneurial Climate," discuss the following: entrepreneurial lessons of the past; radical innovation; becoming an "intrapraneur"; buying a franchise or starting a "cookie-cutter" business; and turning a job into a subcontract business. An epilogue suggests ways people can design their own economic futures. (KC)